

Melanie Wakefield PhD

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Professional Address

Centre for Behavioural Research in Cancer
The Cancer Council Victoria
1 Rathdowne Street
Carlton
Victoria, Australia 3053
Phone: Intl - (61-3) 9635 5046
Fax: Intl - (61-3) 9635 5380
E-mail: Melanie.Wakefield@cancervic.org.au

Qualifications

1995	Doctor of Philosophy, Department of Community Medicine, University of Adelaide
1989	Master of Arts (Applied Psychology), University of Adelaide
1981	Postgraduate Diploma in Applied Psychology, University of Adelaide
1980	Bachelor of Arts, University of Adelaide (Psychology, Anthropology)

Appointment History

Current Appointments

2002 – current	Director, Centre for Behavioural Research in Cancer, The Cancer Council Victoria (Deputy Director, 2001–2002)
2006 – current	National Health and Medical Research Council, Principal Research Fellow
2003 – current	Adjunct Professor, School of Health and Behavioural Sciences, Deakin University
2005 – current	Adjunct Professor, School of Public Health, University of Sydney
2007 – current	Professorial Fellow, Department of Psychology, University of Melbourne

Past Appointments

2001 – 2005	VicHealth Senior Research Fellow
1999 – 2006	Visiting Research Scientist, Health Research and Policy Centers, University of Illinois at Chicago
1997 – 1999	Head, Population-Based Behavioural Research Unit, Royal Adelaide Hospital Cancer Centre, Adelaide, South Australia
1997 – 1999	Senior Behavioural Scientist, Epidemiology Branch, South Australian Department of Human Services, Adelaide, South Australia
1992	Visiting Senior Research Fellow, Department of Epidemiology and Public Health Medicine, University of Nottingham, England
1990– 1996	Senior Behavioural Scientist, Behavioural Epidemiology Unit, Epidemiology Branch, South Australian Health Commission, Adelaide, South Australia
1987 – 1990	Senior Project Officer, Epidemiology Branch, South Australian Health Commission, Adelaide, South Australia
1982 – 1986	Research Officer, Health Promotion Branch, South Australian Health Commission, Adelaide, South Australia

Publications

Peer-reviewed original research publications

In press

1. Dunlop S, Kashima Y, **Wakefield M**. Pathways to persuasion: Cognitive and experiential responses to health promoting mass media messages. *Communication Research* (in press, accepted 20 Jul 2009)
2. Morley B, **Wakefield M**, Dunlop S, Hill D. Impact of a mass media campaign linking abdominal obesity and cancer: a natural exposure evaluation. *Health Education Research* (in press).
3. Cameron M, Scully M, Herd N, Jamsen K, Hill D, **Wakefield M**. The role of overweight and obesity in perceived risk factors for cancer: implications for education. *Journal of Cancer Education* (in press).

Published

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2. Durkin S, **Wakefield M**. Comparative responses to radio and television anti-smoking advertisements to encourage smoking cessation. *Health Promotion International*, advance access online October 2009.
3. Germain D, **Wakefield M**, Durkin S. Adolescents' perceptions of cigarette brand image: does plain packaging make a difference? *Journal of Adolescent Health*, online October 2009.
4. Durkin S, Biener L, **Wakefield MA**. Effects of different types of antismoking ads on reducing disparities in smoking cessation among socioeconomic subgroups. *American Journal of Public Health* 2009, doi:10.2105.
5. Cameron M, Brennan E, Durkin S, Borland R, Travers MJ, Hyland A, Spittal MJ, **Wakefield MA**. Secondhand smoke exposure (PM_{2.5}) in outdoor dining areas and its correlates. *Tobacco Control* 2009 doi:10.1136.
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7. Siahpush M, **Wakefield M**, Spittal M, Durkin S, Scollo M. Taxation reduces social disparities in adult smoking prevalence. *American Journal of Preventive Medicine* 2009, 36(4): 285-291.
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9. **Wakefield M**, Cameron M, Murphy M. Potential for smoke-free policies in social venues to prevent smoking uptake and reduce relapse: a qualitative study. *Health Promotion Practice* 2009, 10(1): 119-127.
10. Dixon H, Scully M, **Wakefield M**, Murphy M. The prostate cancer screening debate: public reaction to medical controversy in the media. *Public Understanding of Science* 2009; 18(1): 115-128.
11. McLeod K, **Wakefield M**, Chapman S, Smith KC, Durkin S. Changes in the news representation of smokers and tobacco-related media advocacy from 1995–2005 in Australia. *Journal of Epidemiology and Community Health* 2009; 63(3):215-20.
12. Scully M, Dixon H, **Wakefield M**. Association between commercial television exposure and fast food consumption among adults. *Public Health Nutrition*. 2009; 12(1):105-10.
13. Dunlop S, **Wakefield M**, Kashima Y. The contribution of anti-smoking advertising to quitting: intra- and inter-personal processes. *Journal of Health Communication* 2008; 13(2): 250-266.
14. **White V**, Webster B, Wakefield M. Do graphic health warning labels have an impact on adolescents' smoking-related beliefs and behaviors? *Addiction* 2008;103(9): 1562-1571.
15. Hill D, **Wakefield M**. Understanding and influencing cancer-related beliefs and behaviour can improve cancer. *The Lancet Oncology* 2008. Vol 19. pp.1020-1021.

16. Durkin S, **Wakefield M**. Interrupting a narrative transportation experience: program placement effects on responses to antismoking advertising, *Journal of Health Communication* 2008, 13:667–680.
17. Scully M, **Wakefield M**, Dixon H. Trends in news coverage about skin cancer prevention, 1993–2006: increasingly mixed messages for the public. *Australian and New Zealand Journal of Public Health* 2008; Vol 32, no. 5, pp. 461–466.
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77. **Wakefield M**, Roberts L. Public opinion about smoking restrictions in dining establishments. *In Quit Evaluation Report 1990-1991, No. 2*. South Australian Smoking and Health Project.
78. **Wakefield M**, Roberts L. Recall and recognition of the 1990 Quit campaign. *In Quit Evaluation Report 1990-1991, No. 2*. South Australian Smoking and Health Project.
79. **Wakefield M**, Wilson D, Roberts L. Time trends in smoking prevalence, South Australia, 1981-1990. *In Bonett A, Roder D, Esterman E. Epidemiology of cancer in South Australia*. South Australian Central Cancer Registry, South Australian Health Commission, April 1991.
80. **Wakefield M**, Wilson D. Trends in smoking behaviour in South Australia 1981-1990. *In Quit Evaluation Report 1990-1991, No. 2*. South Australian Smoking and Health Project.
81. Wilson D, **Wakefield M**, Owen N, Roberts L. Characteristics of heavy smokers. *In Quit Evaluation Report 1990-1991, No. 2*. South Australian Smoking and Health Project.
82. **Wakefield MA**, Owen N, Wilson D. Smoking-call it quits: an assessment of the South Australian Smoking and Health Project's first mass media campaign. In: Durston B, Jamrozik K (Eds.) *Tobacco and Health 1990: the Global War* Proceedings of the Seventh World Conference on Tobacco and Health, 1-5 April 1990, Perth, Western Australia.
83. Wilson D, **Wakefield MA**, Esterman A. "Sick of Smoking" A minimal intervention smoking cessation program for use by general practitioners. In: Durston B, Jamrozik K (Eds.) *Tobacco and Health 1990: the Global War* Proceedings of the Seventh World Conference on Tobacco and Health, 1-5 April 1990, Perth, Western Australia.
84. **Wakefield MA**. *Calls to the 1989 Quitline counselling service: analysis of smoker characteristics*. Epidemiology Branch, South Australian Health Commission, November 1989.

85. **Wakefield MA.** *Encouraging general practitioners to use the 'Sick of Smoking' program: a working paper.* Epidemiology Branch, South Australian Health Commission, June 1989.
86. **Wakefield MA.** *Pap smear knowledge, attitudes and reported activity in Port Augusta, South Australia.* Epidemiology Branch, South Australian Health Commission, January 1989.
87. **Wakefield MA.** *Smoking among pregnant women attending Flinders Medical Centre 1989.* Epidemiology Branch, South Australian Health Commission, June 1989.
88. **Wakefield M,** Wilson D, Massey D. The South Australian Smoking Epidemic: Deaths and Hospital Separations attributable to smoking, by local government area. *Working Papers in Health Promotion. No.4. Health Promotion Branch,* South Australian Health Commission, 1987.
89. **Wakefield M,** Wilson D. Priorities for health promotion among South Australia's aged. *Working Papers in Health Promotion. No.2. Health Promotion Branch,* South Australian Health Commission, 1986.
90. Wilson D, **Wakefield M.** Priorities for health promotion in South Australia. *Working Papers in Health Promotion. No.1. Health Promotion Branch,* South Australian Health Commission, 1986.
91. Wilson D, **Wakefield M.** *Evaluation of the South Australian Pilot Stop Smoking Programme in Whyalla, Port Augusta and Port Pirie, March 1983.* Health Promotion Services, South Australian Health Commission, 1984.
92. Wilson D, **Wakefield M.** *Target group recall of the Drinking and Driving Campaign, December 1983 - January 1984.* Adelaide: Health Promotion Services, South Australian Health Commission, 1984.
93. Wilson D, **Wakefield M.** *Working paper and literature review of traffic accidents and alcohol in the sixteen to twenty-four year age group.* Adelaide: Health Promotion Services, South Australian Health Commission, June 1984.
94. **Wakefield M,** Wilson D. *South Australian Breast Self-Examination Programme: Recall and response to media messages.* Adelaide: Health Promotion Services, South Australian Health Commission, 1983.

Contributions to lay publications

1. **Wakefield M.** "Smoking bans are good for business". Opinion editorial. *The Age*, 21 January 2002.

Grants

Active

- 2010-2011 **Wakefield M,** Hammond D, Goldberg M, Durkin S, Chapman S. Effects of current and plain cigarette package design on smokers' cigarette evaluation. National Health & Medical Research Council Project Grant # 623203. **(\$636,800).**
- 2009-2014 U.S. National Cancer Institute. P-01 Program Project Grant: Cummings M et al. The effectiveness of tobacco control policies in high vs low income countries. Project 2 title: Tobacco Packaging and Labeling Policies: Expanding the Evidence on Novel Policies. Hammond D, Thrasher J, **Wakefield M,** Zanna M, Sebride E, Bansal-Travers M. Project 2 budget: **(US\$785,857).**
- 2009-2013 Strecher plus 25 co-investigators (including **Wakefield M**). University of Michigan Center for Health Communication's Research II. National Institutes of Health (\$US10 million).
- 2008-2010 **Wakefield M,** Durkin S, Cotter T. Assessing televised anti-smoking ads in 12 low and middle income countries. World Lung Foundation. **(US(b) (4))**.
- 2008-2010 Emery S, Choi Y, **Wakefield M,** Cappella J. Characterizing and Coding Anti-Smoking Advertising. Office on Smoking and Health, Centers for Disease Control and

Prevention
(US\$250,000).

- 2008–2010 Jones S, Allsop S, Chikritzhs T, **Wakefield M**, Casswell S. An investigation of the nature, extent, and effects of point-of-sale promotions for alcohol beverages. Australian Research Council Linkage Grant (\$350,000).
- 2008–2010 **Wakefield M**, Durkin S, White V, Borland R, Siahpush M, Spittal M. How do media campaigns and tobacco-relevant news coverage influence adolescent and adult smoking? National Health & Medical Research Council Project grant #504707 **(\$395,725)**.
- 2008–2010 **Wakefield M**, Durkin S, White V, Borland R, Siahpush M, Spittal M. How do media campaigns and tobacco-relevant news coverage influence adolescent and adult smoking? National Health & Medical Research Council Project grant #504707 (\$395,725).
- 2008–2010 Kashima Y, Durkin S, **Wakefield M**. Influence of narrative content and context of anti-smoking public health messages. Australian Research Council Linkage grant #LP0882363 (\$132,350).
- 2007–2011 Emery S, **Wakefield M**, Curry S, Chaloupka F, Bernbaum M. Smoking-related television advertising and population smoking. US National Cancer Institute # CA123444 **(US\$2.28 million over 4 years)**
- 2007–2010 Borland R, Yong HH, Siahpush M, **Wakefield M**. Extending the Australian arm of the International Tobacco Control Policy Evaluation Study. National Health & Medical Research Council Project Grant #450110 **(\$837,125)**
- 2006–2010 **Wakefield M**. Principal Research Fellow. NHMRC Fellowship award #396400 **(\$626,250)**

Completed

- 2008–2009 Aiken C, Dixon H, Lim M, **Wakefield M**, Ferrari G, Hope J. Using text messaging (SMS) to promote health issues to young people: a randomised controlled trial. VicHealth Discovery Scheme project grant (\$68,593).
- 2005–2009 Kashima Y, **Wakefield M**. Narrative Social Influence: Narrative Communication as an Effective Means of Public Health Campaigning. ARC Linkage Grant # LP0560697 **(\$364,758)**.
- 2005–2008 Fong G, Borland R, Cummings M, Hastings G, Thompson M, Brown KS, Campbell HS, Zanna M, McDonald P, Hyland A, Giovino G, Chaloupka F, Ross H, Laux F, Anderson S, McNeill A, Siahpush M, **Wakefield M**. International Tobacco Control Policy Survey. National Institutes of Health #R01 CA100362. (US\$2.05 million)
- 2006–2007 **Wakefield M**, White V, Simpson J, Donovan R, Chapman S, Siahpush M. Effects of anti-smoking advertising, press coverage and tobacco control policies on smoking prevalence and consumption. National Health & Medical Research Council Project Grant #396402 **(\$357,000)**
- 2002–2007 English D, Giles G, Hill D, **Wakefield M**, Hopper J. PLATYPUSES: **PLAT**form for **Y**oung **P**ublic health researchers to **U**ppgrade their **S**cientific training **E**xperience and independent **S**tatus. National Health & Medical Research Council Public Health Capacity Building Grant #251533. **(\$1.84 million over 5 years)**
- 2000–2006 **Wakefield M**, Chaloupka F, Flay B, Balch G, Emery S, Saffer H. Youth Smoking and the Media. US National Cancer Institute **(US\$4.1 million over 6 years)**.
- 2002–2006 Giles G, Hill D, English D, **Wakefield M**, Hopper J, Jass J, McCallum J, Tonkin A. ECHIDNAS: **E**pidemiology of **C**hronic Disease, **H**ealth Interventions and **DNA** Studies. National Health and Medical Research Council Program Grant **(\$8.25 million over 5 years)**.
- 2004–2006 Dobbins S. (**Wakefield** is AI). A randomised controlled trial of a shade intervention for secondary schools. NHMRC New Investigator project grant **(\$710,000)**.
- 2004–2006 Fong G, Borland R, Cummings M, Hastings G, Thompson M, Brown KS, Campbell HS, Zanna M, McDonald P, Hyland A, Giovino G, Chaloupka F, Ross H, Laux F, Anderson S,

- McNeill A, Siahpush M, **Wakefield M**. International Tobacco Control Policy Survey. National Cancer Institute (**US\$2.05 million over 3 years**)
- 2004–2005 Dixon H, **Wakefield M**, Crawford D. Assessing the effects of healthy and unhealthy TV food advertising on children's food-related attitudes and preferences: research to inform policy and practice. (b) (4)
- 2003–2004 Dobbins S, **Wakefield M**. Survey of compliance with the Australian/New Zealand standard for solaria in inner Melbourne solarium centres. Victorian Department of Human Services (**\$18,500**).
- 2003–2004 **Wakefield M**. Unintended adverse influences of advertising for nicotine replacement therapies. National Health and Medical Research Council (**\$130,000**).
- 2002–2004 Fong GT, Thompson ME, Brown KS, Campbell S, Zanna MP, McDonald P, Cummings KM, Hyland A, Chaloupka FJ, Ross H, Hastings G, MacFadyen L, McNeill A, Borland R, **Wakefield M**, Siahpush M, Chapman S. International Tobacco Control Policy Survey. Robert Wood Johnson Foundation, Canadian Institutes for Health Research, Cancer Research UK. (**US\$2.65 million**).
- 2002–2003 Hyland A, Cummings KM, **Wakefield M**. Follow-up of the COMMIT cohort participants 13 years later. National Cancer Institute (**US\$77,000**).
- 2003 Dobbins S, **Wakefield M**. Pilot study of a shade intervention in secondary schools. VicHealth (**\$20,000**).
- 2003 Dobbins S, **Wakefield M**. Analysis of trends in skin cancer exposures. VicHealth (**\$25,000**).
- 2002–2003 **Wakefield M**, Cameron M, Inglis G, Letcher T. Effect of introduction of varying smoke-free policies on respiratory and sensory symptoms of bar and gaming workers. VicHealth (**\$65,747**).
- 2002–2003 **Wakefield M**, Cameron M, Inglis G, Trotter L, Letcher T. Effect of smoke-free nightclubs/pubs on smoking consumption by young people VicHealth (**\$50,000**).
- 2002–2003 **Wakefield M**, Balch G, Hastings G. Youth Smoking and the Media (supplement to undertake anti-smoking advertisement rating protocol in Australia and Scotland). National Cancer Institute (**US\$77,000**).
- 2001–2003 **Wakefield M**, Trotter L, Hill D. Tobacco control policy research (a) smoke-free dining internet survey (b) survey of members of Liquor Hospitality and Miscellaneous Worker's Union (c) point of sale observational study (d) change in youth access to tobacco following policy change. VicHealth (**\$200,000 over 2 years**).
- 2001 **Wakefield M**, Fotheringham M. Physical activity as a tool for smoking cessation. VicHealth (**\$30,000**).
- 1999–2000 **Wakefield M**, Olver I. Randomised trial of smoking cessation help for patients with cancer. National Health and Medical Research Council (**1999: \$50,582; 2000: \$55,777**).
- 1998–2009 **Wakefield M**, Martin J, Roberts L, Ruffin R. Randomised trial of a smoking change intervention for parents of children with asthma. National Health and Medical Research Council (**1998: \$90,595; 1999: \$63,985**).
- 1997 **Wakefield M**, McCaul K, Roder D, Alpers J, Heard A, Ruffin R, Staugas R. Evaluation of the Asthma Aware program: trends in hospital re-admission for asthma. Adelaide, South Australian Asthma Project, Asthma SA and Living Health (**\$5,000**).
- 1997 **Wakefield M**, Roberts L. Community perceptions of cancer risk and aspects of cancer care in South Australia. Anti-Cancer Foundation (b) (4).
- 1997–1998 Roberts L, **Wakefield M**. Implementation and evaluation of services to smokers for the National Tobacco Campaign. Tobacco and Alcohol Strategies Section, Commonwealth Department of Health and Family Services (**\$350,000**).
- 1997 Silagy C, May F, Avorn J, Weller D, **Wakefield M**, Himpson S, Gilbert A. A proposal to overview current practices of academic detailing in Australia and internationally.

- Pharmaceutical Health and Rational Use of Medicines Committee, Commonwealth Department of Health and Family Services (**\$56,498**).
- 1997 Ruffin R, Hunt A, Staugas R, **Wakefield M**. Risk factors for repeat attendance of children with asthma at emergency departments. Queen Elizabeth Hospital Research Foundation ((b) (4)).
- 1997 Staugas R, Juredini J, **Wakefield M**, Ruffin R. Risk factors for repeat attendance of asthmatic children at hospital A&E Departments. Government Employees and Postal Workers Union ((b) (4)).
- 1997 **Wakefield M**, Roberts L. Development of a smoking cessation resource for people with diabetes. Research into Drug Abuse Grants Program, Commonwealth Department of Health and Family Services (**\$14,000**).
- 1996 Brown M, **Wakefield M**, Beilby J, Garget E. Advance Directives: a community study. Palliative Care Program, South Australian Health Commission (**\$10,000**).
- 1996 **Wakefield M**, Roberts L. Smoking cessation among diabetics: beliefs and barriers. Research into Drug Abuse Grants, Department of Human Services and Health (**\$12,538**).
- 1996 Silagy C, Weller D, Borland R, Chapman S, Roberts L, **Wakefield M**. A review of literature into smoking cessation services and nicotine replacement therapies. Commonwealth Department of Health and Family Services (**\$46,530**).
- 1995 **Wakefield M**, McCaul K, Ruffin R, Staugas R, Campbell D, Beilby J. Preliminary study of factors associated with attendance and repeat attendance among adults and children for asthma treatment at hospital A&E Departments ((b) (4)).
- 1993 **Wakefield M**. Anti-Cancer Foundation Travel Grant in Aid to attend 13th Scientific Meeting of the International Epidemiological Association, Sydney, 26–29 September, 1993 ((b) (4)).
- 1990–1993 **Wakefield MA**, Jones WR, Wilson D. Evaluation of a smoking cessation program for pregnant women and their partners. Research into Drug Abuse Grants, Department of Health Housing and Community Services (**\$64,000**).
- 1992 **Wakefield MA**. Smoking cessation in pregnancy. Public Health Research and Development Committee, National Health and Medical Research Council Travelling Fellowship (**\$17,000**).
- 1992 **Wakefield M**. Travel Grant, South Australian Smoking and Health Project to attend First International Conference on Women and Smoking, Newcastle, County Down, Northern Ireland, 1–4 October, 1992 ((b) (4)).
- 1991 Owen N, **Wakefield MA**, Roberts L. An analysis of characteristics of smokers to determine appropriate cessation needs. Anti-Cancer Foundation of the Universities of South Australia ((b) (4)).

Presentations to scientific audiences

Invited plenary sessions

1. **Wakefield M**, Cotter T. Australia's national mass media cessation campaign to support graphic health warnings. NCI Workshop on Cigarette Warning Labels, Packaging and Product Labeling. Washington DC, 20-21 October 2009.
2. **Wakefield M**. Tobacco packaging – what do we know? NCI Workshop on Cigarette Warning Labels, Packaging and Product Labeling. Washington DC, 20-21 October 2009.
3. **Wakefield M**. Invited plenary presentation. Successful public health campaigns for children and adolescents. World Health Summit, Berlin, Germany, 14-18 October 2009.
4. **Wakefield M**. Plain packaging: the cigarette laid bare. Oceania Tobacco Control conference, Darwin, Australia, 7-10 October 2009.
5. **Wakefield M**. Invited plenary presentation. Using mass media to increase population smoking cessation. California Tobacco Cessation Summit, San Diego, California, 7-8 May 2009.

6. **Wakefield M.** Invited plenary presentation. Misconceptions and evidence about the effectiveness of bans on tobacco advertising, promotion and sponsorship. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
7. **Wakefield M.** Invited Speaker. Use of the media to promote and reduce tobacco use. World Cancer Congress 2008. UICC. Geneva, Switzerland, 27 - 31 August 2008.
8. **Wakefield M.** Keynote Speaker. Media Campaigns and Tobacco Control Policies for Reducing
9. Population Smoking Behaviour. Australian Cardiovascular Health & Rehabilitation Association & Chronic Diseases Network Joint Conference. Alice Springs, Northern Territory, 13 – 15 August 2008.
10. **Wakefield M.** Invited tutor. Office on Smoking and Health (OSH) summer school. Centres for Disease Control (CDC) Pheonix, Arizona, July 2008.
11. **Wakefield M.** Invited plenary presentation. Mass media campaign influences on population health behaviour. Australian Society for Health and Behavioural Medicine (ASBHM) 5th Annual Scientific Conference; Bondi Beach, New South Wales, 31 January – 2 February 2008.
12. **Wakefield M.** Invited plenary speaker. Play it again: How mass media campaigns can reduce smoking prevalence. *Oceania Tobacco Control Conference: From Vision to Reality*; Auckland, New Zealand, September 4-7, 2007.
13. **Wakefield M.** Invited speaker. Counter-marketing, tobacco industry public relations plans and state-based efforts to correct consumer misperceptions: A researcher's perspective. State and Community Tobacco Control Research and Dissemination: the Next Generation. Washington DC, National Cancer Institute, 16-18 April 2007.
14. **Wakefield M.** Smoke signals: do anti-smoking messages really work? The 2006 Nigel Gray Oration, The Victorian Public Health Research and Education Council, Melbourne, Australia, 29 November 2006.
15. **Wakefield M.** Social and Cultural Aspects of Tobacco Use, 13th World Conference on Tobacco or Health, Washington DC, July 2006.
16. **Wakefield M.** Invited plenary speaker. The role of the media in influencing agenda for tobacco control. Australian National Tobacco Control Conference, Sydney, 26-28 November 2005.
17. **Wakefield M.** Invited plenary speaker. Economics and impacts of smoke-free policy in the hospitality industry: lessons from other countries. Environmental Tobacco Smoke and the Hospitality Industry Conference, Royal College of Physicians, London UK, May 17, 2004.
18. **Wakefield M.** The role of media in influencing public policy. Invited plenary speaker, National Cancer Institute Synthesis Meeting: Tobacco Control Research: Investing in Science for the Public's Health, Washington DC, 18-19 June, 2003.
19. **Wakefield M.** Policy relevant research in health promotion & public health. Invited opening plenary presentation. *Public Health Research: A Foundation for Victoria's Health*. VicHealth Public Health Research Symposium; Melbourne, March 2003.
20. **Wakefield M, Giovino G.** Invited plenary speaker Teen penalties for tobacco possession, use and purchase: evidence and issues. Innovations in Youth Tobacco Control, Sante Fe, New Mexico, USA, 8-11 July 2002.
21. **Wakefield M.** Tobacco Control in Australia. Legislating for a Tobacco-Free Society. Invited plenary address. Dublin, Ireland, 31 October – 2 November 2001.
22. **Wakefield M.** Anti-smoking and advertising and teenage smoking. Invited plenary address. First National Tobacco Control Conference, Adelaide, 12-14 June 2001.
23. **Wakefield M.** Asthma and smoking. Invited keynote speaker. National Asthma Conference. Adelaide, South Australia, 16-18 September 1998.
24. **Wakefield M.** Asthma and smoking. Invited keynote speaker. National Asthma Conference. Adelaide, South Australia, 16-18 September 1998.
25. Borland R, **Wakefield M.** Promoting and adding value to Quitline services. Invited presenter. How to set up and run Quitline services: a national conference. California Department of Health Services, San Diego, 28-29 August, 1998.

26. **Wakefield M.** Characteristics of pregnant smokers, spontaneous quitters and relapse post-partum. Invited keynote speaker. Smoking and Pregnancy: a National Consensus Conference. Melbourne, Victoria, 17 June 1998.
27. **Wakefield M.** Invited Keynote Speaker. Smoking in pregnancy: still a cause for concern. Annual Scientific Meeting of the Australian Teratology Society, Sydney 29-30 November, 1988.

Oral presentations

1. **Wakefield M.** Invited 90 min symposium on NCI Monograph 19. The role of the media in promoting and reducing tobacco use. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
2. **Wakefield M,** Germain D, Durkin S. Proffered oral paper. How does plain packaging influence consumers' perceptions about brand image? Two experimental studies. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
3. **Wakefield M.** IARC pre-conference workshop. Raising public awareness; mass communication campaigns. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
4. **Wakefield M,** Mullin S. ITC pre-conference workshop. Methods for pre-testing and evaluating tobacco control mass media campaigns. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
5. Mullin S, **Wakefield M,** Durkin S, Bayly M. Cotter C. Oral presentation. Pre-testing tobacco control ads in low and middle income countries. 14th World Conference on Tobacco or Health, Mumbai, India, March 8, 2009.
6. Durkin S, **Wakefield M.** Which types of televised anti-tobacco campaigns prompt more Quitline calls from priority population subgroups? American Public Health Association Annual Meeting; San Diego, USA, October 29, 2008.
7. **Wakefield M.** How mass media campaigns can reduce tobacco use. World Cancer Congress 2008. UICC. Geneva, Switzerland, 27 - 31 August 2008.
8. Anderson J, Mullins R, Siahpush M, Spittal M, **Wakefield M.** The effectiveness of a mass media campaign at increasing cervical screening across socio-economic groups. 9th Annual Behavioural Research in Cancer Control Conference; Melbourne, Australia, April 9-11, 2008.
9. Durkin S, **Wakefield, M.** Time trends in media advocacy about tobacco in Australia. 9th Annual Behavioural Research in Cancer Control Conference; Melbourne, Australia, April 9-11, 2008. (Poster Presentation).
10. **Wakefield M,** Durkin S, Spittal M, Siahpush M, Scollo M, Simpson J, Chapman S, White V, Hill D. Impact of tobacco control policies and mass media campaigns on monthly adult smoking prevalence: time series analysis, 9th Annual Behavioural Research in Cancer Control Conference; Melbourne, Australia, April 9-11, 2008.
11. **Wakefield M.** Smoke signals: do anti-smoking messages really make a difference? Presented to: Department of Epidemiology and Preventive Medicine, Monash University, Melbourne, 20 June 2007
12. **Wakefield M,** Clegg Smith K, Hopkins J, Terry-McElrath Y, O'Malley P, Johnston L, Chaloupka F, Emery S, Saffer H. Impact of tobacco-related press coverage on smoking attitudes and behaviors of American youth, Society for Research on Nicotine and Tobacco, Austin, Texas, USA, 21-24 February 2006.
13. **Wakefield M.** Trends in tobacco related media exposure and effects on Australian smoking prevalence, Behavioural Research in Cancer Control Conference, Queensland Cancer Fund, Brisbane, 27-29 September 2006.
14. **Wakefield M.** How does advertising for pharmaceutical cessation aids influence smoking beliefs and behaviour? 13th World Conference on Tobacco or Health, Washington DC, USA, 12-15 July 2006.

15. Dixon H, **Wakefield M**, McLeod K, Jamsen K, Sambell N, Dobbinson S. Media influences on sun protection: trends in Australian portrayal of tanning and fashion, 1987 – 2005. UICC World Cancer Congress, Washington DC, USA, 8-12 July 2006.
16. **Wakefield M**. Population-based research on anti-tobacco advertising: exposures and effects. Transdisciplinary Tobacco Rounds, Centre for Addiction and Mental Health Toronto, Ontario, Canada, 16 June 2006 (visit sponsored by Ontario Tobacco Research Unit).
17. **Wakefield M**. Population-based research on anti-tobacco advertising: exposures and effects. Annenberg School of Communication, University of Pennsylvania, Philadelphia, PA, USA, 9 June 2006 (visited sponsored by Annenberg School of Communication).
18. **Wakefield M**. Population-based research on anti-tobacco advertising: exposures and effects. School of Public Health and School of Communication, Ohio State University, Columbus, Ohio, USA, 7 June 2006 (visit sponsored by Ohio State University Comprehensive Cancer Centre).
19. **Wakefield M**. Impact of tobacco industry anti-tobacco advertising on youth smoking attitudes and behaviour. Society for Research on Nicotine and Tobacco, Orlando, Florida, USA, 15-18 February 2006 (visit sponsored by National Cancer Institute, TRISCI National Institute on Drug Abuse Robert Wood Johnson Foundation).
20. **Wakefield M**, Workshop convenor and presenter. Applying behavioural research: Bridging the Gap between Research and Practice. 7th Biannual Behavioural Research in Cancer Control Conference, Newcastle, NSW, 23-25 June 2004.
21. **Wakefield M**. Invited Speaker. International tobacco control policy research. Does research from the U.S. make a difference in advancing comprehensive tobacco control policies around the world? Tobacco Research Initiative for State and Community Interventions Meeting, National Cancer Institute, San Diego, California, USA, 2-3 June 2004.
22. **Wakefield M**, Emery S, Terry-McElrath Y, Saffer H, Szczypka G, O'Malley P, Johnston L, Chaloupka F, Flay B. Relationship between Televised Anti-Smoking Advertising and Youth Smoking in the United States. 12th World Conference on Tobacco or Health, Helsinki, Finland, 3-8 August 2003.
23. **Wakefield M**, Durrant R, Terry-McElrath Y, Balch G, Ruel E, Emery, Szczypka G, Flay B, Y Anderson S. Youth Appraisal of Anti-smoking Advertisements: A comparative study in the United States, Australia and Britain. 12th World Conference on Tobacco or Health, Helsinki, Finland, 3-8 August 2003.
24. Emery S, **Wakefield M**, Terry-McElrath Y, Szczypka G, Saffer H, Chaloupka F. Media campaigns, state policy and other smoking-related messages. American Legacy Foundation Tobacco Countermarketing Conference, New York City, 10-12 June 2003.
25. **Wakefield M**. The cigarette pack as image: implications for tobacco control policy. Second Australian Tobacco Control Conference, Melbourne, Australia, 9-11 April 2003.
26. **Wakefield M**, Chaloupka F, Emery S, Szczypka G, Ruel E, Balch G, Flay B, Slater S, Terry-McElrath Y, Johnston L, O'Malley P, Saffer H. Relation between Televised Anti-Smoking Advertising and Youth Smoking in the United States. Second Australian Tobacco Control Conference, Melbourne, Australia, 9-11 April 2003.
27. **Wakefield M**, Durrant R, McLeod K, Balch G, Ruel E, Emery S, Szczypka G, Flay B, Slater S, Terry-McElrath Y, Anderson S, Hastings G. Youth Appraisal of Anti-smoking Advertisements: A comparative study in the US, Australia and Britain Australia. Second Australian Tobacco Control Conference, Melbourne, Australia, 9-11 April 2003.
28. **Wakefield M**, Emery S, Szczypka G, Terry-McElrath Y, Ruel E, Balch G, Chaloupka F. Measurement of youth exposure to anti-smoking advertising. American Public Health Association, Philadelphia, USA, 9-12 November 2002.
29. Emery S, Szczypka G, Terry-McElrath Y, **Wakefield M**, Chaloupka F. Youth smoking behaviour and exposure to anti-smoking advertising. Third National Tobacco Conference, San Francisco, 18-21 November 2002.
30. Szczypka G, Emery S, **Wakefield M**, Chaloupka F. Working to make an image: television exposure to Philip Morris' youth smoking prevention and public relations campaigns. Third National Tobacco Conference, San Francisco, 18-21 November 2002.

31. Clegg Smith, **Wakefield M**, Nichter M. Press coverage of Master Settlement Agreement outside of tobacco control. American Public Health Association, Philadelphia, USA, 9-12 November 2002.
32. Clegg Smith K, **Wakefield M**, Szczypka G, Slater S, Terry-McElrath Y, Emery S, Chaloupka F. Developing a coding system to track newspaper coverage of tobacco issues. National Conference on Tobacco or Health. New Orleans, Louisiana, 27-29 November 2001.
33. **Wakefield M**, Balch G, Terry-McElrath Y, Szczypka G, Clegg Smith K, Ruel E. Anti-smoking advertising: youth appraisal and engagement. National Conference on Tobacco or Health. New Orleans, Louisiana, 27-29 November 2001.
34. **Wakefield M**, Morley C, Horan J, Cummings KM. The cigarette pack as image: new evidence from tobacco industry documents. National Conference on Tobacco or Health. New Orleans, Louisiana, 27-29 November 2001.
35. Ross H, Chaloupka F, **Wakefield M**. Youth smoking uptake progress: price and public policy effects. American Public Health Association, Atlanta, Georgia, 21-24 October 2001.
36. **Wakefield M**, Rosenfeld E, Whitford H, Olver I. Characteristics of smokers with cancer recruited to a smoking cessation intervention trial. First National Tobacco Control Conference, Adelaide, 12-14 June 2001.
37. Slater S, Ruel E, Chaloupka F, Terry-McElrath, **Wakefield M**, Giovino G, Barker D. The effect of community characteristics on the tobacco retail environment. Society for Prevention Research, 9th Annual Meeting, Washington DC, 1-2 June 2001.
38. Giovino G, **Wakefield M**, Chaloupka F, Johnston L, O'Malley P, Slater S, Tworek C. Study of youth smoking and state laws prohibiting the purchase, possession and/or use of cigarettes by minors – United States, 1991-1998. Society for Prevention Research, 9th Annual Meeting, Washington DC, 1-2 June 2001.
39. Johnston L, O'Malley P, Terry-McElrath Y, **Wakefield M**, Chaloupka F. Trends in access to tobacco among American teens, 1991-1999. Society for Research on Nicotine and Tobacco, Ninth Annual Scientific Meeting. Seattle, WA, 25-27 February 2001.
40. Slater S, Ruel E, Chaloupka F, Terry-McElrath, **Wakefield M**, Giovino G, Barker D. The effect of community characteristics on the tobacco retail environment. Society for Research on Nicotine and Tobacco, Ninth Annual Scientific Meeting. Seattle, WA, 25-27 February 2001.
41. Giovino G, **Wakefield M**, Chaloupka F, Johnston L, O'Malley P, Slater S, Tworek C. State laws prohibiting youth purchase, possession and/or use of cigarettes and teenage smoking. Society for Research on Nicotine and Tobacco, Ninth Annual Scientific Meeting. Seattle, WA, 25-27 February 2001.
42. **Wakefield M**, Chaloupka F, Balch G, Flay B, Emery S, Saffer H, Slater S. Youth smoking and the media. Society for Research on Nicotine and Tobacco, Ninth Annual Scientific Meeting. Seattle, WA, 25-27 February 2001.
43. Terry Y, **Wakefield M**, Barker D, Chaloupka F, Clark P, Giovino G, Hyland A, Skater S. Where are aggressive tobacco point of sale techniques most prevalent? Presented at the 128th Annual Meeting of the American Public Health Association, Boston, 12-16 November 2000.
44. **Wakefield M**, Chaloupka, F, Kaufman N, Orleans CT, Barker D, Ruel EE. Do restrictions on smoking at home, at school and in public places influence youth smoking? Sixth Scientific Sessions of the Society for Research in Nicotine and Tobacco, Washington DC, 18-20 February 2000.
45. **Wakefield M**, Olver I, Roberts L. Community perceptions of cancer risk and survival. Second World Conference on Cancer Organizations, Atlanta, United States, 19-23 May 1999.
46. **Wakefield M**, Miller C, Woodward S. Public perceptions of tobacco policy and the tobacco industry. Behavioural Science in Health, Melbourne, Victoria, 13-15 December 1998.
47. **Wakefield M**, Roberts L, Miller C. Population monitoring of tobacco control progress in South Australia. Invited seminar presentation to Addiction Research Foundation, Toronto, Canada, 11 September 1998.
48. **Wakefield M**, Miller C. Evaluation of the Australian national Quitline service. Invited seminar presentation to Roswell Park Cancer Center, Buffalo, New York, 10 September 1998; Duke

Comprehensive Cancer Center, Durham, North Carolina 24 March 1998; American Cancer Society, Atlanta Georgia, USA, 30 March 1998; Office on Smoking and Health, CDC, Atlanta, Georgia USA 31 March 1998; Prevention Research Center, University of Illinois at Chicago, Illinois, USA, 15 April 1998.

49. **Wakefield M**, Miller C, Roberts L. Evaluation of the Australian national telephone Quitline Service. Invited seminar presentation to Tobacco Control Research Program, Center for Cancer Control, University of California at San Diego, La Jolla, California, USA, 8 April 1998.
50. **Wakefield M**, Roberts L, Miller C, Reynolds C. Trends in smoking bans in domestic environments in South Australia. Prevention 98, San Francisco, California, USA, 1-4 April 1998.
51. **Wakefield M**, Roberts L, Rosenfeld E. Prospects for smoking cessation among people with insulin-dependent diabetes. Society for Research on Nicotine and Tobacco, New Orleans, Louisiana, USA, March 1998.
52. **Wakefield M**. Trends in hospital re-admission for asthma in South Australia. Goolwa National Asthma Meeting, South Australia, November 1997.
53. Roberts L, Miller C, **Wakefield M**, Reynolds C. Smoking bans in domestic environments in South Australia. Public Health Association Conference, Melbourne, 5-8 October 1997.
54. Turnbull D, Jones K, **Wakefield M**. Attitudes and experiences of restaurant owners regarding smoking bans in Adelaide, South Australia. Public Health Association Conference, Melbourne, 5-8 October 1997.
55. **Wakefield M**, Reid Y, Roberts L, Mullins R, Gillies P. Smoking among men whose partners are pregnant. Tenth World Conference on Tobacco or Health, Beijing, China, 24-28th August 1997.
56. Turnbull D, Jones K, **Wakefield M**, Teusner D. Attitudes and experiences of restaurant owners regarding smoking bans in Adelaide, South Australia. Tenth World Conference on Tobacco or Health, Beijing, China, 24-28th August 1997.
57. Roberts L, **Wakefield M**. Lessons from nine years of a Quit campaign. Tenth World Conference on Tobacco or Health, Beijing, China, 24-28th August 1997.
58. Roberts L, Miller C, **Wakefield M**, Reynolds C. Smoking bans in domestic environments in South Australia. Tenth World Conference on Tobacco or Health, Beijing, China, 24-28th August 1997.
59. **Wakefield M**. Population-based outcomes. Contemporary Issues in Cancer Care. Royal Adelaide Hospital Cancer Centre, 19-20th August 1997.
60. **Wakefield M**. SF-36 and asthma. Goolwa National Asthma Meeting, 15-16 November 1996.
61. **Wakefield M**, Ruffin R, Campbell D, Staugas R, Beilby J, McCaul K. A screening questionnaire for adult asthmatics to predict attendance at hospital emergency departments. 15th World Congress of Asthmology (Interasthma), Montpellier, France, 24-27 April 1996.
62. **Wakefield M**. Risk factors for attendance and repeat attendance at hospital A&E Departments for asthma. Invited lecture, Health Services Research Interest Group, University of Nottingham, England, 8 May 1996.
63. **Wakefield M**. Characteristics of smokers in pre-contemplation. Fourth National Symposium on Behavioural Research in Cancer, Melbourne, Victoria, 2-3 March 1995.
64. **Wakefield M**. Development and outcome of a smoking cessation program for pregnant women and their partners. Second National Meeting of the Australian Society for Behavioural Health and Medicine, Melbourne, Victoria, 1 March 1995.
65. **Wakefield M**. Monitoring of smoking-related indices using the South Australian Health Omnibus Survey. 26th Annual Conference of the Public Health Association of Australia: Australia's Role in Public Health in Asia and the Pacific Region, Adelaide, 25-28 September 1994.
66. **Wakefield M**. Invited speaker. Evaluation of a smoking cessation program for pregnant women and their partners. Queen Victoria Hospital, Medical Grand Rounds, August 1993.
67. **Wakefield M**. Invited speaker. Illegal cigarette sales to minors: the South Australian experience. Tobacco Sales to Young People Workshop, NSW Cancer Council, Sydney, July 1993.
68. **Wakefield M**. Smoking cessation in pregnancy. Australian Behaviour Modification Association National Conference, Adelaide, June 1993.

69. **Wakefield M.** Invited speaker. Evaluation of a smoking cessation program for pregnant women and their partners. Department of Obstetrics and Gynaecology Seminar Program, May 1993.
70. **Wakefield M.** Invited lecture. Smoking cessation in pregnancy. Departmental Seminar, Department of Community Medicine, University of Hong Kong, November 1992.
71. **Wakefield M.** Invited lecture. Smoking cessation in pregnancy. Departmental seminar, Department of Public Health Medicine and Epidemiology, University of Nottingham, September 1992.
72. **Wakefield M, Roberts L.** Changes in smoking behaviour during pregnancy: a population survey. Presented at the Eighth World Conference on Tobacco or Health, Buenos Aires, Argentina, 30 March - 4 April 1992.
73. **Wakefield M, Wilson D, Roberts L, Owen N.** Workplace smoking restrictions, occupational status and reduced cigarette consumption. Presented at the Eighth World Conference on Tobacco or Health, Buenos Aires, Argentina, 30 March - 4 April 1992.
74. **Wakefield M, Roberts L, Borland R.** Invited speaker. Evaluating campaigns. Presented at the Fourth Annual Health Promotion Conference "Research and Evaluation in Health Promotion", Adelaide, South Australia, 16-18 February 1992.
75. **Wakefield M.** Invited speaker. An overview of commissioned research for the Select Committee on the Law and Practice Relating to Death and Dying. Seminar on terminal care in South Australia, Calvary Hospital, Adelaide, September 1991.
76. **Wakefield M, Wilson D, Roberts L, Owen N.** Keynote speaker. Extent of and opinions about workplace smoking restrictions and effects on cigarette consumption. Second National Conference on Behavioural Issues in Cancer Control, Newcastle, New South Wales, 19-21 February 1991.
77. **Wakefield M.** Invited speaker. 1. Evaluation of the South Australian Smoking and Health Project. 2. Illegal cigarette sales to minors in South Australia. Queen Elizabeth Hospital, Medical Grand Rounds, June 1991.
78. Wilson D, **Wakefield MA, Esterman A.** "Sick of Smoking" A minimal intervention smoking cessation program for use by general practitioners. Seventh World Conference on Tobacco and Health, Perth, Western Australia, 1-5 April 1990.
79. **Wakefield MA, Owen N, Wilson D.** Smoking-call it quits: an assessment of the South Australian Smoking and Health Project's first mass media campaign. Seventh World Conference on Tobacco and Health, Perth, Western Australia, 1-5 April 1990.

Awards

Nigel Gray Award for Career Achievement in Tobacco Control, September 2007

NMHRC Principal Research Fellowship, 2006 - 2011

VicHealth Award for Excellence in Health Promotion Research (Wakefield, Trotter, Cameron, Inglis, Woodward, Hill), 2002.

VicHealth Senior Research Fellowship, 2001-2005.

NHMRC Public Health Travel Fellowship, March - November 1992.

Commonwealth Postgraduate Research Award in Psychology, 1982.

Ruby Fletcher Prize for Psychology, University of Adelaide, 1980.

Membership of committees and working parties

2008-Present Member, Global Tobacco Surveillance Advisory Group, WHO

2008-Present Expert Advisor, WHO, FCTC Article 12 on Public Education, Communication and Training

2007-Present	Member, Mass media Task Force, Bloomberg Tobacco Control Initiative
2004-Present	Member, Intelligence Gathering Advisory Group, Premier's Drug Prevention Council (PDPC), Victoria
2008-2009	Member, Tobacco Working Group, Australian Preventative Health Taskforce
2003-2006	Member, Program Grants Committee, Australian National Health and Medical Research Council
2003-Present	Member, Research and Evaluation Sub Committee, Australian National Tobacco Campaign
2003-Present	Member, Victorian Public Health Research and Education Consortium (VPHREC) Consultative Committee
2003-Present	Member, QUIT Victoria Steering Committee
2003-2004	Member, National Expert Advisory Committee on Tobacco
2003	Chair, Program Committee, Second National Tobacco Control Conference, Melbourne, April 2003
2002-2007	Member, VicHealth Research Excellence and Workforce Development Advisory Panel
2002-2004	Member, Standing Sub-Committee on Research, The Cancer Council Victoria
2002	Co-opted Member, Epidemiology Psychosocial and Health Services Specialty Committee, National Ranking of Cancer Research Grant Applications
2001	Member, Grant Review Panel: Project Grants, National Health and Medical Research Council

Prior to 2001

Member, Media and Counter marketing Panel, American Legacy Foundation (2000-2001).

Member, Study Section, Policy Research, Tobacco-Related Disease Research Program, University of California (April 2000).

Consultant, Tobacco Etiology Research Network, Contextual Factors Working Group - research and writing of a paper on the role of the media in influencing trajectories of tobacco uptake among youth (1999-2001).

Temporary Advisor, World Health Organization, Kobe, Japan, 14-18 November 1999, to attend and chair a work group on Access and Affordability at the conference "Making a difference to Tobacco and Health: Avoiding the Tobacco Epidemic in Women and Youth".

Consultant, National Campaign for Tobacco-Free Kids - research and writing of a report on the effectiveness of statewide comprehensive tobacco control programs in reducing teenage smoking (1999).

Consultant, Australian National Tobacco Campaign - evaluation of the Australian National Quitline service (1997-98) and analysis and report writing of population and tracking surveys (1998-2000).

Co-convenor, Heart and Cancer Offensive Against Tobacco, 1998 – a major tobacco control advocacy strategy funded by the Australian Cancer Society and the National Heart Foundation.

Member, Committee of Management, National Cancer Control Initiative (1996-1998).

Member, Public Affairs and Behavioural Interventions Committee, Australian Cancer Society, (1995-1998).

Chair, Tobacco Control Subcommittee, Australian Cancer Society (1995-1998).

Member, National Health Data Committee Expert Working Group on Smoking Measurement, Australian Institute of Health and Welfare, (1997-1999).

Member, Pregnancy and Smoking Taskforce, Australian Medical Association, (1997-1998).

Chair, Behavioural Research Working Group, Anti-Cancer Foundation of the Universities of South Australia (1996-1998).

Chair, Evaluation Working Party, South Australian Smoking and Health Project, Quit campaign, (1995-present; Member 1989-1994).

Member, Familial Colorectal Cancer Task Force, Anti-Cancer Foundation of the Universities of South Australia, (1997-1998).

Member, National Cancer Advisory Committee, Australian Cancer Society, (1996-1998).

South Australian Representative, Tobacco Task Force, Ministerial Council on Drug Strategy, (1991-1993).

Member, Cancer Research Advisory Committee (formerly Medical and Scientific Advisory Committee), Anti-Cancer Foundation of the Universities of South Australia, (1994-1997).

Member, Cancer Prevention and Education Committee, Anti-Cancer Foundation of the Universities of South Australia, (1990-1996).

Member, Evaluation Committee, South Australian Cervix Screening Program, (1993-1995).

Member, State Advisory Panel, General Practice Grants, Department of Human Services and Health, (1994-1996).

Member, South Australian Asthma Reference Panel, (1993-1996).

Chairperson, Management Committee, South Australian Health Omnibus Survey, (1993-1996).

Chairperson, South Australian Tobacco Strategy Review Group, (1991-1996).

Editorial service

Senior Editor, *The role of the media in promoting and reducing tobacco use* National Cancer Institute, Smoking and Tobacco Control Monograph 19, 2003 – 2008.

Deputy Editor 2004-present, formerly Senior Editor, 1998-2004, *Tobacco Control* (Participation in editorial committee conference calls every 3 weeks to make decisions about approx 15-20 manuscripts per meeting).

Guest Editor, supplement to *Tobacco Control* "Smoking during pregnancy: research findings from the Smoke-Free Families Program". Primary responsibility for seeking reviewers of submitted manuscripts and acceptance/rejection of papers, commissioning of cover and cover essay, editorial, fillers and liaison with publisher.

Member, Editorial Board, *Australian and New Zealand Journal of Public Health* 1998 - 2001.

Member, Editorial Advisory Board, *Health Promotion Journal of Australia* 1991-1995.

Manuscript and grant reviews

National Health and Medical Research Council

Tobacco-Related Disease Research Program, University of California

Thrasher Research Foundation, USA

Cancer Research Campaign, UK

Research into Drug Abuse Grants, Commonwealth Department of Health and Family Services

Research and Development Grants, Commonwealth Department of Health and Family Services

Research Project Grants, New South Wales Cancer Council

Research Project Grants, Anti-Cancer Council of Victoria

Research Project Grants, Cancer Foundation of Western Australia

Research Project Grants, Queensland Cancer Fund

Grants-in Aid, National Heart Foundation of Australia

Commissioned Research Program, Queensland Department of Health

Research Grants, Healthway Health Promotion Foundation, Western Australia

Reviewer of scientific manuscripts for the following journals:

Addiction

American Journal of Preventive Medicine

American Journal of Public Health

Australia and New Zealand Journal of Medicine

Australia and New Zealand Journal of Obstetrics and Gynaecology

Australian and New Zealand Journal of Public Health

British Journal of Health Psychology

British Medical Journal

Cancer Causes and Control

Cancer Detection and Prevention

Health Promotion Journal of Australia

Journal of Health Communication

Journal of Occupational and Environmental Medicine

Journal of Public Health Medicine

Medical Journal of Australia

Nicotine and Tobacco Research

Patient Education and Counselling

Preventive Medicine

Psychology and Health: an International Journal

Social Science and Medicine

Tobacco Control

Contributions to teaching and student supervision

Adjunct Professor, School of Public Health. The University of Sydney, 2006-2009.

Adjunct Professor, Deakin University, 2003 – ongoing. Working on collaborative research projects with staff at the Centre for Physical Activity and Nutrition.

Professorial Fellow, Department of Psychology, University of Melbourne, 2007-ongoing; Student supervision, guest lectures and collaboration on grants.

Student supervision:

Completed PhD 2009 (b) (6)

School of Behavioural Science, University of Melbourne. (Best PhD Dissertation, International Communication Association, Health Communication Division).

Completed Doctorate of Health Psychology 2008 (b) (6)

School of Behavioural Science, University of Melbourne.

2005 - Honours Psychology, (b) (6) (H1)

2004 – Honours Psychology, University of Melbourne, (b) (6) (H2A)

2003 – Honours Psychology, University of Melbourne, (b) (6) (H1)

2003 – Honours Psychology, University of Melbourne, (b) (6) (H2A)

Assistant Course Coordinator for the subject 'Health Promotion and Lifestyle Management' in the Doctorate of Health Psychology, University of Melbourne, 2003.

Affiliate Lecturer, Department of Community Medicine, University of Adelaide, 1993-1998.

Co-supervision of students undertaking 4th Year Medicine Research projects, University of Adelaide, 1995-1998.

Contribution to supervision of two Master of Public Health theses and one PhD thesis, Department of Community Medicine, University of Adelaide, 1995-1998.

Guest lecturer for School of Pharmacy and Biological Sciences, 'Introduction to behavioural epidemiology' for Postgraduate Diploma in Community Pharmacy, 1995-1998.

Co-teaching of Master of Public Health subjects 'Principles of Prevention', and 'Prevention in Practice', Department of Community Medicine, University of Adelaide, 1993 and 1994. This included course planning, delivery of lectures and tutorials, planning and marking of assignments and exam questions.

Guest lecturer on an annual basis in Master of Public Health course 'Prevention in Practice', 1989-1992.

Guest lecturer for Graduate Diploma in Nutrition and Dietetics, Department of Primary Care, Flinders Medical Centre, 1990-1991.

Thesis examination

I have examined one MA (Applied Psychology) thesis, two MPH theses, one Doctor of Public Health thesis and six PhD theses.